ALEX FOX

PRODUCT DESIGNER

I believe in a lot of things. Creating compelling, people-centric products is one of them. I'm a product designer in the Bay Area thinking, designing and coding my way through the amazing challenges of connecting people and technology.

CONTACT

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References available upon request.

WORK EXPERIENCE

UI DESIGNER

WIREVIBE (2010 - 2011)

Improved design strategy amongst a team of developers for clients including a restaurant franchise, social network and more.

UX DESIGNER

GLOBERUNNER (2011 - 2013)

Design strategy and brand leader at a boutique digital marketing agency focused on increased engagement and conversion optimization.

PRODUCT DESIGNER

ZURB (2013-2015)

Built momentum for early-stage start ups and corporations through conceptual product design and strategy education.

SENIOR DESIGNER

QUANTCAST (2015-NOW)

Utilizing tactical design skills to improve the Advertise product and streamline the implementation process with engineering.

PRODUCT DESIGN PROCESS

01. RESEARCH

Knowing is half the battle. Exploring the market, competitors and consumers ahead of the design process can make all the difference.

02. IDEATE

Low fidelity sketching and rapid iteration helps build velocity and explore ideas more broadly early on in the product design process.

03. PROTOTYPE

Building prototypes is a great way to test your hypotheses and validate your interactions so you can be confident in your proof of concept.

04. VISUALS

An engaging, cohesive visual design system gives a product personality and evokes a more emotional response to the experience.

05. CODE

Clean, abstracted components makes for easier collaboration and a more scalable codebase as the product continues to grow.

06. ANALYZE

First releases can be a little rough around the edges. Monitoring engagement and collecting feedback makes a good product great.

TECHNICAL SKILLS

My collection of technical skills makes for a comprehensive toolbox of abilities to tackle almost any digital design project.

Need Finding	**Prototyping**	**Front-End Code**
Ideation	**Digital Illustration**	**User Testing**
UI Sketching	**UI/UX Design**	**Analytics**
Wireframing	**Icon Design**	**Presentation**

EDUCATION

GRAPHIC DESIGN

NORTHLAKE COLLEGE (2006-2008)

Studied the fundamentals of graphic/visual design. After making early strides as a sophomore, I was allowed enrollment in the senior level design portfolio class for further skill definition and career preparation.